

Message Text

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PAGE 01 LONDON 04065 141617Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

-----103173 141627Z /53

P R 141614Z MAR 78

FM AMEMBASSY LONDON

TO SECSTATE WASHDC PRIORITY 4120

INFO AMEMBASSY BONN

AMCONSUL MUNICH

AMEMBASSY STOCKHOLM

UNCLAS LONDON 04065

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: PROPOSED LONG ISLAND IOGA TRADE MISSION

REF: (A) STATE 61222; (B) BONN 4382

1. POST DOES NOT FORSEE CONFLICTS WITH PROPOSED DATES
OF MISSION DESCRIBED REF A OR WITH CHANGES AS PROPOSED
REF B. WOULD MENTION HOWEVER THAT LONDON DATES PROPOSED
BY REF A WOULD PERMIT ATTENDANCE AT BIG INTERNEPCON
SHOW AT BRIGHTON (OCT. 17-19) ATTENDED BY VIRTUALLY
ENTIRE UK ELECTRONICS COMMUNITY.

2. IT IS DIFFICULT AT BEST TO GIVE WORTHWHILE COMMENTS
ON MARKET FOR VAST UK "ELECTRONICS" INDUSTRY WHERE
OPPORTUNITIES RANGE FROM EXCELLENT TO ZERO. TWO GENERAL
COMMENTS: AVOID CONSUMER ELECTRONIC PRODUCTS, AND
EMPHASIZE NEWER TECHNOLOGY.

3. EMBASSY IS SOMEWHAT CONCERNED THAT POST RESPONSES
ARE TO BE USED TO ASSIST LONG ISLAND CHAMBER CHOOSE ITS
MISSION MEMBERS. FOR ONE, WE DO NOT KNOW WHAT FIRMS
AND PRODUCTS CHAMBER CAN DRAW UPON. SUGGEST CHAMBER
CONSULT GLOBAL MARKET RESEARCH FOR UK SUBMITTED TO
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DEPARTMENT IN LATE 1977, AND THAT WHEN THEY HAVE CLEARER
IDEA OF WHAT TYPES OF PRODUCTS THEY CAN REALISTICALLY
PROMOTE, SOLICIT COMMENTS ON SPECIFIC PRODUCT LINES.

4. IF "ELECTRONICS" IS TO INCLUDE PARTS AND COMPONENTS,
WILL PRODUCTION EQUIPMENT BE INCLUDED AS WELL?

5. CONTROL OFFICER FOR THE MISSION IS COMMERCIAL
OFFICER JAY L. DEHMLOW.

BREWSTER

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NNN

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